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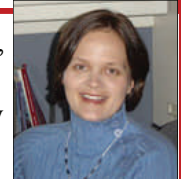
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*The Newsletter that  
 Educates,  
 Informs,  
 and  
 Entertains*

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**In the Lab**



I hope you enjoy the newsletter this month. Our summer intern, Justine Hosch, worked on the Hype Cycle article before she left. A speaker at BIF mentioned the Gartner Hype Cycle and the company was gracious to work with us on the proper methods of sourcing their work (an article in itself!) True to form, I have a list of other topics that did not make it in the shortened four page December format. I guess I have a head start for March!

As the year draws to a close, I can't help but reflect over all my many blessings. I'm thankful for my husband, our children, our family and friends. We are so blessed to be a part of the cattle industry and more specifically the ultrasound segment.

It is humbling how many great people I have been able to work with over the year. Technicians who endlessly go the extra mile to ensure their customers are serviced. Breeders who value the data they are gathering and using for genetic progress. Co-workers who tirelessly give it their all to get the job done efficiently and accurately. Breed associations quick to process data. I want to thank you all for being my blessings this year.

**God Bless and Merry Christmas!**

*Becky Hays*



**From the Field**



I usually use my ultrasound machine at least once a week, even this time of year. But, if you haven't had your system out for a while, now is a good time to get everything out and tested. Set up as if to scan and test save a few blank images. Replace anything that is broken or looking worn. I try to have extras of cables, extension cords, freeze switches, and a backup computer. I usually get a new standoff pad to start the scanning season and replace it as needed.

Another thing to think about this time of year is scheduling. I keep my calendar handy as we are already scheduling January and February. It doesn't hurt to call a customer to get an idea of dates, numbers of head, and any days that don't work for him.

I also get copies made of paperwork and forms I will be using. It saves time on the road and I'm more likely to get things filled out if I have them on hand. Keep safe and have a great spring!

*Craig L. Hays*

## News for Technicians

### New Absentia Policy

In October, UGC voted to pass a policy that will allow technicians scanning as few as 250 head to qualify for Absentia. Technicians who meet both the number of head scanned and the image quality requirements will be allowed to recertify without actually attending UGC Field Certification.

Please read the full report on the UGC website [www.ultrasoundbeef.com](http://www.ultrasoundbeef.com) to see how you might qualify.

### UltraInsights' New Reporting Method

A new image quality reporting format is in the programming phase. Beginning in January, the monthly Image Quality report will calculate % marginal and % rejected images for each trait. We will also display the current UGC guidelines for each so that technicians can know where they stand in regards to UGC status.

Also, soon to be released, the UltraInsights website will display a marginal image count for each scan session. Technicians currently have access to rejected numbers and comments, which are updated daily.

"We are excited to be able to offer this service to technicians," says manager Becky Hays. "Image quality plays such an important role in accurate data, and I commend UGC for

rewarding those with excellent image quality. Crunch some numbers, though, and you will find the guidelines appropriately challenging."

Beyond the reporting, UltraInsights will help technicians reach their own image quality goals by providing feedback and tips.

### Tattoos starting with Zero

Please keep in mind that some tattooing systems put the year number in the first digit of the tattoo. 2010 born animals will dominate the scan sessions very soon. Tattoos beginning with the number "0" MUST, and I stress MUST, be scanned with the leading zero(s). DO NOT use the letter "O" instead.

If working in Excel, the cell/column can be formatted as "text" to keep the leading zero.

### Image Capturing Systems

UltraInsights has begun offering ready-to-use image capturing computers. Purchase a computer with the PXC-200 already installed and the UI Scanning Partner software loaded.

Or for you DIY-ers, purchase the UI Scanning Partner image capturing software for \$500 and load on your own system.

The Scanning Partner is easy to use, affordable, and saves images in a format that all labs will accept. Call today for more details!

*I bring you good tidings of great joy which will be to all people. For there is born to you this day in the city of David a Savior who is Christ the Lord. Luke 10:12*

## FOR SALE!



### 2-Scanning Computers

\*\* Windows 7

\*\* PXC-200 FGB

\*\* UI Scanning Partner

Priced at \$2250 (plus shipping) complete with monitor, keyboard, and mouse.

Ready to start using!

## It Worked for Me

The graduate students at the University of Illinois have a clever way of filling their oil dispensing bottles.

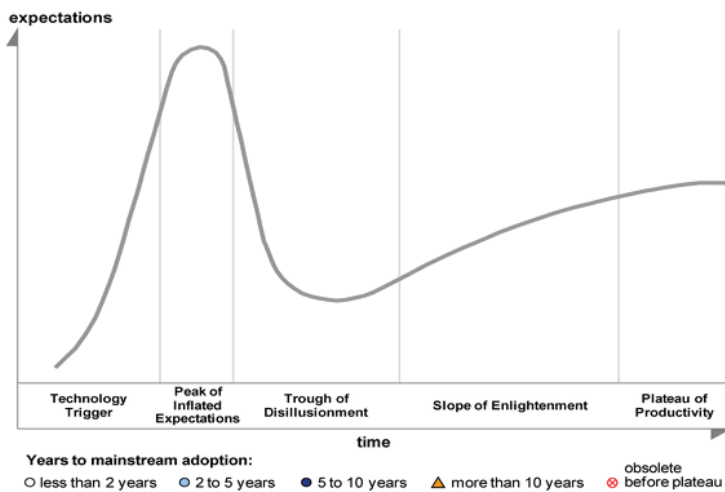
As many of us know, pouring from a bulk jug of oil into the narrow opening of a soap bottle can be messy.

This jug has a large opening at the top and a spigot at the bottom that provides a no-mess fill.

Thanks for the idea!!



# Technology's Hype Cycle



In an industry of constant change, it is evident that technologies come and go to make life simpler. With these breakthroughs, it can be expected that maturity, adoption, and business application of certain technologies will occur. According to Gartner, Inc., this cyclical nature can be expected in all industry technologies, and can perhaps help users understand the growth of a certain tool.

Hype Cycles "provide a graphic representation of the maturity and adoption of technologies and applications, and how they are potentially relevant to solving real business problems and exploiting new opportunities."

Each Hype Cycle drills down into the five key

phases of a technology's life cycle.

**Technology Trigger:** A potential technology breakthrough kicks things off. Early proof-of-concept stories and media interest trigger significant publicity. Often no usable products exist and commercial viability is unproven.

**Peak of Inflated Expectations:** Early publicity produces a number of success stories—often accompanied by scores of failures. Some companies take action; many do not.

**Trough of Disillusionment:** Interest wanes as experiments and implementations fail to deliver. Producers of the technology shake out or fail. Investments continue only if the surviving providers improve their products to the satisfaction of early adopters.

**Slope of Enlightenment:** More instances of how the technology can benefit the enterprise start to crystallize and become more widely understood. Second- and third-generation products appear from technology providers. More enterprises fund pilots; conservative companies remain cautious.

**Plateau of Productivity:** Mainstream adoption starts to take off. Criteria for assessing provider viability are more clearly defined. The technology's broad market applicability and relevance are clearly paying off.

After a brief introduction to the Gartner Hype Cycle, we can apply this knowledge to the technologies of DNA Carcass Trait Testing and Real Time Ultrasound.

## Ultrasound:

- *Technology Trigger:* First introduced in 1950s to determine fat and muscle depth
- *Peak of Inflated Expectations:* 1960s
- *Trough of Disillusionment:* 1970s and 1980s, few advancements made
- *Slope of Enlightenment:* %IMF software developed in early 1990s and in 1998, Centralized Ultrasound Processing (CUP) was established
- *Plateau of Productivity:* Arguably began in 2008

## DNA Carcass Trait Testing:

- *Technology Trigger:* early 2000s for marbling, for example

*Where is DNA now?* Argument could be made that in 2010, DNA is heading toward or coming out of the Trough of Disillusionment. But, the Plateau of Productivity is still years in the future. How many? Time will tell.



Source: Gartner, Inc., Understanding Gartner's Hype Cycles, 2010 Jackie Fenn, July 9, 2010

# MERRY CHRISTMAS!

## Upcoming Events: Mark Those Calendars!

December 25th— Christmas Day ( Office will be closed December 24-26)

January 1st— New Year's Day (Office will be closed December 31-January 2)

January 6-23— National Western Stock Show in Denver

January 26th— Becky's Birthday



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